The Paint Beautiful

Practical Color Schemes from the Art Department of Carter White Lead Co. Chicago

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(12 Colorplates) 141-84

The Paint Beautiful

CARTER White Lead possesses all the good qualities which have so long been associated with the use of strictly pure white lead as a paint pigment. In addition, it is so fine, and such a clear, pure white, that it has established a new standard of whiteness for white paint, and has given new beauty to delicate tints, new brilliancy to colors.

If a house is to be painted white, there is nothing more beautiful or more permanent than "Carter." No matter what shade or tint may be desired to express individual tastes, it can be produced in its true value with Carter White Lead as the base.

The colors used in this portfolio correspond to the painted cards in the Carter Master Painters' Color Pack, which give full directions for mixing. Any high-grade tinting colors may be used. The Color Pack is also a reliable guide as to what colors are permanent and which are likely to change on exposure.

If the color schemes shown herein do not suggest one that is suitable, we will be glad to offer other suggestions upon receipt of a photograph and description of the house and its surroundings.

ON EVERY KEG OF CARTER WHITE LEAD APPEARS THIS GUARANTEE:

"This package contains 92% Carbonate of Lead, 8% Pure Linseed Oil. The CARTER WHITE LEAD COMPANY will pay $100.00 and costs of analysis for the detection of any adulteration in this or any other package bearing this brand."

The purity of Carter White Lead can be demonstrated by the blow pipe, with which it may be reduced back to the pure metallic lead from which it is made. The presence of as little as five per cent of any of the common paint adulterants would prevent this.

Carter White Lead is sold in large quantities for government and other work where chemical analyses are made to determine its purity, and physical tests to determine its value as a paint pigment.

The Carter process of manufacturing white lead is under constant observation and perfect control; hence Carter White Lead may be relied upon to run perfectly uniform in quality. It is distributed throughout the United States, and from whatever wholesale or retail stock it may be taken, the contents of any keg will be found exactly like the contents of every other keg, anywhere.

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Color Plate 14 A A square house may be painted in almost any combination of colors that may be fancied, provided it does not clash with the colors of adjoining houses. Where the roof is a prominent architectural feature, the general effect is greatly improved by painting it.

Color Plate 14 B It is customary to paint a house with the second story, or a broad frieze of plaster, in two harmonizing colors or in two different tints of the same color. The striping on the plaster gives a pleasing finish. Where strips of wood have not been used, the same effect may be secured by painting the stripes directly on the plaster.

Color Plate 14 C Anything but pure white for a house of this type should not even be considered, and when white paint is wanted there is nothing that will give such a clear, brilliant white as Carter White Lead.

Color Plate 14 D The medium sized cottage allows considerable latitude in the choice of colors. Almost invariably a trim color should be used and the effect is more pleasing if the trim is lighter than the body.

Color Plate 14 E Two-family apartment houses of frame construction are frequently built on narrow lots necessitating a long and high building. Sometimes the height is further increased by a terraced lawn. To overcome this the second story and gables are painted considerably darker than the first story. This treatment should be reversed if a building is broad and low.

Color Plate 14 F Dark colors, especially some shades of green and brown are exceedingly popular for bungalows. Lead and oil paint will be found entirely satisfactory even on shingles. Invariably plenty of light trim should be used, and cream or ivory white is in good taste with any of the body colors commonly used.

Color Plate 14 G Many small cottages are built where the atmospheric conditions quickly dull light tinted paints. Tan is a suitable and durable color and the depth of tint can be easily varied to suit the taste. If a light trim is repainted more frequently than the body, the house will always look freshly painted.

Color Plate 14 H The surroundings of this house suggest white paint. The lines are, however, exceedingly simple and the sparing use of trim color greatly improves the general effect. Almost any shade of gray could be used.

Color Plate 14 I Eventually nearly every brick house has to be painted and usually the owner wishes to get as far away from the original color as possible. While it is customary to paint blinds with the trim color, occasionally it is desirable to use a third color for the blinds. With a very light body color and white trim the blinds could properly be painted the conventional green.

Color Plate 14 J Colonial architecture and white paint are almost inseparable. The range of houses that look best when painted white is very great, the only common requirement being plenty of foliage.

Color Plates 14 K and L These plates illustrate how the appearance of a house may be entirely changed by different color schemes and a variation in the use of the trim color. The lack of shrubbery around the base of this house is overcome by using the green trim clear to the ground. Porch rails are usually painted with the trim color, but where the trim is darker than the body a ponderous effect is avoided by painting them white.

Color Schemes 14-M, 14-N, 14-O, 14-P, and 14-Q appear on the back covers of the five 1914 issues of "The Carter Times."

Carter
White Lead
Company

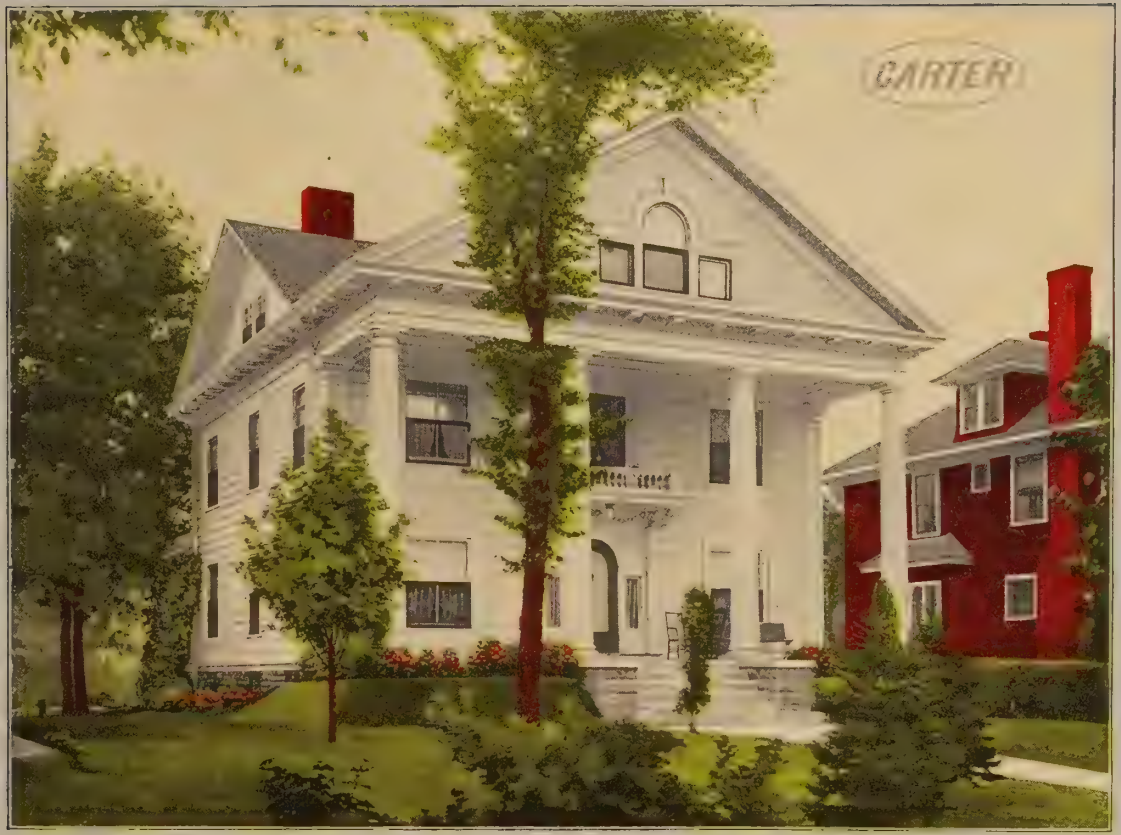
NUMBER
14 A

Body
Buff
Trim
Carter White
Roof
Moss Green

Carter
White Lead
Company

NUMBER
14 B

Body
Cream
Frieze
Medium Drab



Carter
White Lead
Company

NUMBER
14 C

Body and Trim
Carter White

Carter
White Lead
Company

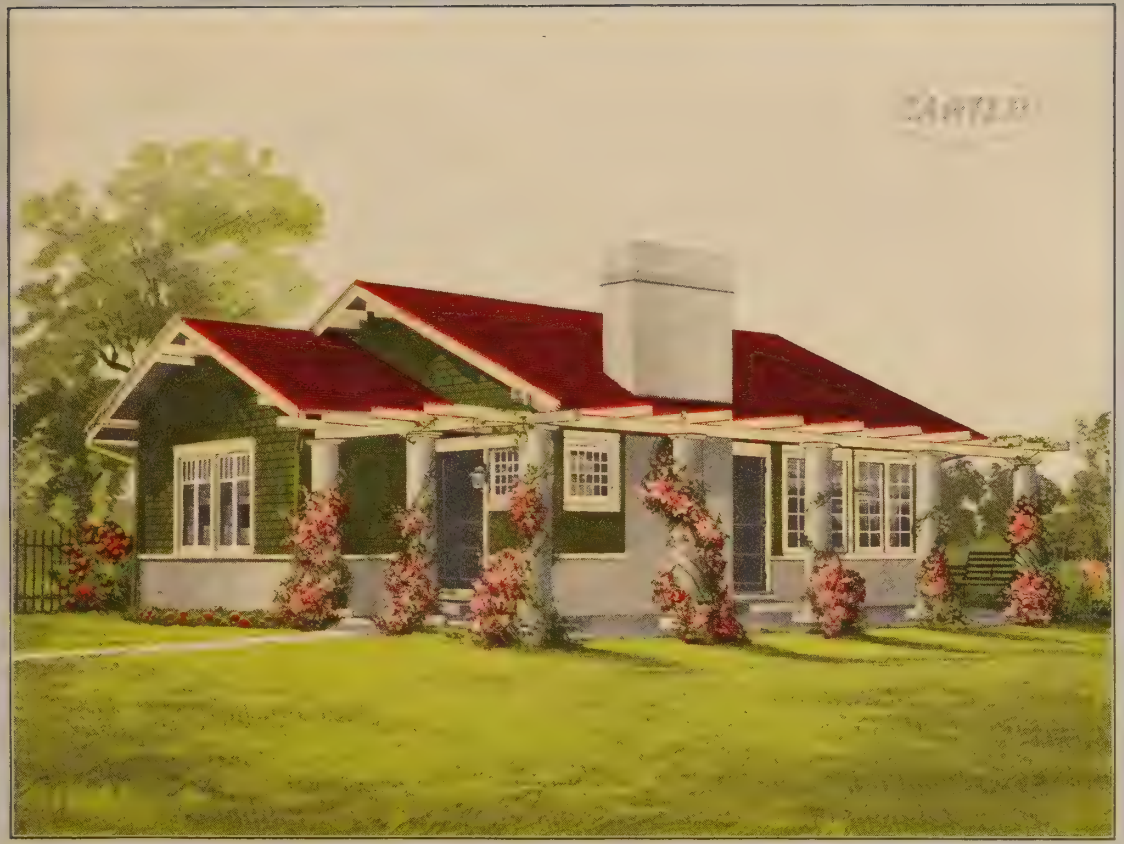
NUMBER
14 D

Body
Light Brown
Trim
Carter White

Carter
White Lead
Company

NUMBER
14 E

Lower Body
Straw
Upper Body
Rich Maroon
Trim
Carter White



Carter
White Lead
Company

NUMBER
14 F

Body
Moss Green
Trim
Ivory White
Roof
Maroon

Carter
White Lead
Company

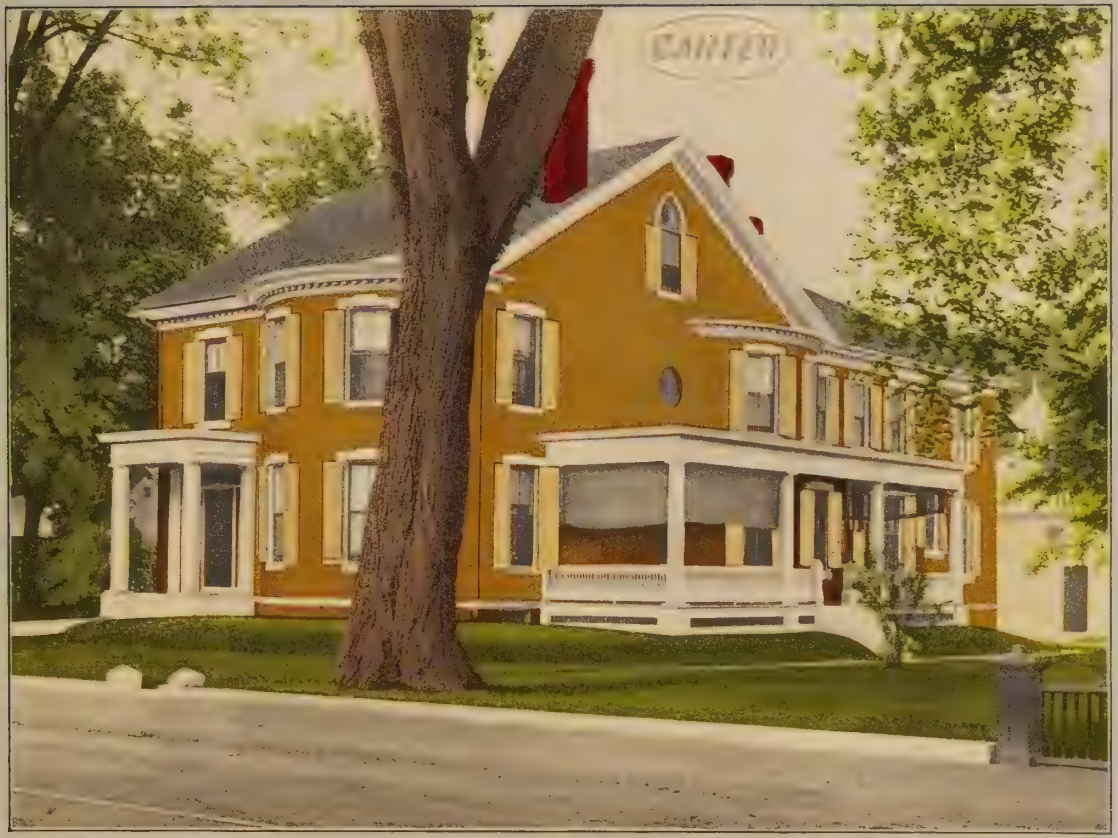
NUMBER
14 G

Body
Tan
Trim
Cream

Carter
White Lead
Company

NUMBER
14 H

Body
Carter White
Trim
Warm Gray



Carter
White Lead
Company

NUMBER
14 I

Body
Medium Drab
Blinds
Cream
Trim
Carter White

Carter
White Lead
Company

NUMBER
14 J

Body
Carter White
Blinds
Green

Carter
White Lead
Company

NUMBER
14 K

Body
Carter White
Trim
Dark Bottle Green

Carter
White Lead
Company

NUMBER
14 L

Body
Warm Gray
Trim
Dark Umber
Tint
Roof
Maroon